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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
09/009,083	01/20/98	ANDERSON	G Y0997-451

LK

STEPHEN C KAUFMAN
INTELLECTUAL PROPERTY LAW
IBM CORPORATION
P O BOX 218
YORKTOWN HEIGHTS NY 10598

LMC1/0815

EXAMINER

BACKER, F

ART UNIT

PAPER NUMBER

2781

DATE MAILED:

08/15/00

Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner of Patents and Trademarks

Office Action Summary

Application No.

09/009,083

Applicant(s)

ANDERSON ET AL.

Examiner

Firmin Backer

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136 (a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Status

- 1) ☒ Responsive to communication(s) filed on 07 June 1998.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claims _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are objected to by the Examiner.
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).
- a) ☐ All b) ☐ Some * c) ☐ None of the CERTIFIED copies of the priority documents have been:
1. ☐ received.
2. ☐ received in Application No. (Series Code / Serial Number) _____.
3. ☐ received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

- 14) ☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. & 119(e).

Attachment(s)

- 15) ☐ Notice of References Cited (PTO-892)
- 16) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 17) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____.
- 18) ☐ Interview Summary (PTO-413) Paper No(s). _____.
- 19) ☐ Notice of Informal Patent Application (PTO-152)
- 20) ☐ Other: _____.

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Response to Amendment

This is in response to an amendment file on June 7th, 2000 for letter for patent filed on January 20th, 1998 in which claims 1-6 were presented for examination. In the amendment, claims 1-6 have been amended and claims 7-20 have been added to the letter. Claims 1-20 are pending in the letter.

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

2. Claims 1-20 are rejected under 35 U.S.C. 102(e) as being anticipated et al by Melchionne et al (U.S. Patent No. 5,930,764).

3. As per claims 1, 4-6, 14, Melchionne et al teach a system comprising a central processing unit (CPU) (central micromarketing system) an input user interface module (workstation) with means (keyboard) for inputting lead management data (marketing information), means for inputting lead selection (marketing information selection) parameters for operation upon by the CPU (see abstract, fig 1, 2, 5a-5h, column 8 line 59-9 line 12) a plurality functional modules (functional workstations) (see fig 1, 2, column 15 lines 1-10) wherein a functional module

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comprises a system security capability (security system) (see column 16 line 65-17 line 17, column 27 line 49-61), a functional module comprises a lead management capability (marketing information selection) (see section on lead management system (column 37 lines 65-column 40 line 58) and a functional module comprises a lead selection capability (marketing selection) (see column 30 lines 36-39 and section on selection list or paths (column 30 line 67-column 33 line 29)). Melchionne et al further teach a CPU responding to input user (user such as bankers or agent, customer representative, or account representative) requests by generating information on candidate leads (customer marketing information) and signification of a request and means (monitor, fax, printer) connected to the CPU for outputting the information (see abstract, column 33 line 39-59, 34 lines 3-7, 35, lines 13-45, and claim 5).

4. As per claim 2, Melchionne et al teach a system comprising a central processing unit (CPU) (central micromarketing system) comprises a microprocessor (see (see abstract, fig 1, 2, 5a-5h, column 8 line 59-9 line 12).

5. As per claim 3, Melchionne et al teach a system comprising a central processing unit (CPU) (central micromarketing system) wherein the user interface comprise a remote access terminal (branch workstation) (see column 6 line 25-39).

6. As per claim 7, 10, 12, 19, Melchionne et al teach a system wherein an input customer profile is entered..... (see column 6 lines 26-39,).

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7. As per claim 8, 20, Melchionne et al teach a system wherein the lead selection capability for supporting.....desires (see column 7 lines 6-30).
8. As per claim 9, Melchionne et al teach a system wherein the means for inputting lead selectionmarketed (see column 9 lines 6-29).
9. As per claim 11, 15-17, Melchionne et al teach a system wherein the lead management capability time (see column 16 lines 30-55).
10. As per claim 13, Melchionne et al teach a system further comprising means furture (see column 14 lines 36-64).
11. As per claim 18, Melchionne et al teach a system further comprising means for enforcinginitiated (see column 5 lines 31-67).

Response to Arguments

1. Applicant's arguments with respect to claims 1-20 have been considered but are moot in view of the new ground(s) of rejection.
 - a. Applicant argues that the fundamental distinction between his inventive concept and the prior art (Melchione et al. 5,930,764), is that sales agents can request leads that

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best fit their wants. Applicant further makes clear that the system allow sales agent to input individual preferences for the traits to be included in the sales leads that require for the type of product they intend to sell. Applicants conveys in contrast that Melchione et al teach a system whereby a branch manager decide what type of leads a sale agent should have. Examiner respectfully diverges from the Applicant's perspective of Melchione inventive concept. In Melchione's invention a lead management system is disclosed. In that system, sale agents receive lead base on input characteristic and searches of a database of a marketing center. The system allow user to search for whatever fit their characteristics and also give them the ability to modify queries and generate sale leads (see column 26 line 50-65, 28, line 5-14). Since the system allow the user to perform their own search according to their input criteria, their leads are based on preference.

Conclusion

2. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event,


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however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Firmin Backer whose telephone number is 703-305-0624. The examiner can normally be reached on Mon-Thu 8:30-6:00 and every other Fri 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sheikh Ayaz can be reached on 703-305-9648. The fax phone numbers for the organization where this application or proceeding is assigned are 703-305-3719 for regular communications and 703-305-5352 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.


Firmin Backer
August 10, 2000


AYAZ R. SHEIKH
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2700